

2024 ANNUAL REPORT

Letter from the Chair

In 28 years since we came together in 1997 Alliance members have developed services and programs aimed at curbing problem gambling.

Yet the lingering question is: Has the impact been enough? Do our efforts and services have measurable outcomes that compare with other states and countries? The 2022 Prevalence Study revealed that 25% of Missouri gamblers are at risk or meet the criteria of involvement in disordered gambling. The survey also documented that 27% of Missouri citizens who meet the criteria of Disordered Gambling consider or attempt suicide. The CDC estimates 10 to 15% eventually may take their own lives due to gambling activities. Gambling disorder can wreak havoc on an individual, family, and community. Nationally 20% of those with gambling disorder eventually declare bankruptcy due to gambling debts (Grant et al., 2010).



The measurable outcomes of the prevalence study seem to have come to the attention of the writers of the sports betting constitutional amendment. The result is a seismic change on the horizon. In November of 2024, 20 million voters passed a constitutional amendment which produced a yes margin of 2,912 (a variance of .00098) -- a win but not a landslide.

While other voter initiatives face follow-up votes, this one has not. The debate on the pros and cons of legalized sports gambling will continue. For the immediate future, the debate to legalize sports gambling in Missouri is over and bets will begin in December. The discernable consequences of legalized sports betting may have an impact down the road.

We do not know how legalized sport betting will increase the current 25% of present potential disordered gambling Missourians. National experience indicates it will increase the spending and therefore the consequences for Missouri citizens.

The good news is the passage of Sports Gambling included a minimum of \$5 million per year to address disordered gambling and there are provisions for additional funding.

The FIVE MILLION+ DOLLAR question is, will this amazing funding opportunity measurably and significantly serve the needs of Missouri citizens? The addition of a new online venue is like throwing gasoline on a fire for those who already experience moderate to life threatening consequences.

One of the major reasons for legalization is to increase revenue for the state. The unstated reality is that the increase of state revenue gleaned from legalized gambling will result in greater losses and negative consequences for the individuals, families, and communities impacted negatively.

In past years, the Division of Behavioral Health has had minimal funding to address the estimated one million citizens negatively impacted by diagnosable Disordered Gambling behavior. This has resulted in limited staffing, Disordered Gambling Counselor training, conference scholarships, and a small number of citizens served.

The increased availability of ongoing funds calls for the creation of an advisory council to provide both guidance and technical advice.

The diagnosis and treatment of disordered gambling is similar to but also unique from substance use disorder. Six of the nine criteria for gambling disorder are the same criteria for substance use disorder in the DSM. Citizens who meet the criteria for both need treatment specific to each diagnosis to avoid

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relapse. However, those with disordered gambling often meet no criteria for substance use disorder need individualized treatment. Staffing and treatment cannot succeed by simply merging the two into existing programing.

We have a unique opportunity to create programing that includes public education, advertising that helps shed light on when gambling activities pass from recreation to disorder and reaches those whose gambling behavior becomes disordered, their families, and communities.

We will measure success by what percentage of the one million Missourians who are at risk of or meet the criteria for disordered gambling curb and or stop gambling.

The purpose of MACPG is to educate Missourians on the potential characteristics and dangers of problem and compulsive gambling, to refer compulsive gamblers and their family and friends to free treatment through a toll-free help line, to prevent underage play and to promote responsible gaming.

Keith Spare, MS, M.Div., LPC

Chair, Missouri Alliance to Curb Problem Gambling

Chair, Kansas City Port Authority Problem Gambling Fund Advisory Committee



An Overview of the Alliance

Created in 1997, the Missouri Alliance to Curb Problem Gambling was the nation's first partnership of its kind. This unique partnership of public, private and nonprofit organizations recognizes the need to address the social problems and costs created when individuals have problems handling the product or services that the state and gaming industry provide.

Alliance Member-Funded Service Highlights

Problem Gambling Helpline: 1-888-BETSOFF (1-888-238-7633) saw a 18% increase in calls with 2,841 calls in 2024 vs 2,399 calls in 2023

Life Crisis Services operates a 24-hour helpline service for callers seeking help for a gambling problem. When contacted, Life Crisis Services provides counseling, assessment and referrals to callers while attempting to collect various socio-economic and gambling behavior information. A breakdown of this information can be found on the following pages.

Free Compulsive Gambling Treatment Services experienced a 97% increase with 376 referrals through helpline in 2024 vs 190 referrals through helpline in 2023.

With money appropriated from the Compulsive Gambler's Fund The Department of Mental Health is able to contract with certified outpatient treatment programs to provide treatment services, including individual and group counseling, family therapy, financial planning, remediation, and referrals for legal assistance.

Disassociated Persons (DAP) List: 155 referrals through helpline in 2024 vs 165 referrals through helpline in 2023

the Missouri Gaming Commission's DAP List allows problem and compulsive gamblers to enter into a lifetime ban (with a one-time option for removal at five years) from all Missouri riverboat locations and direct marketing lists while invalidating their player's club account and denying check-cashing privileges.

Lottery Self-Exclusion Program (SEP): 70 referrals through helpline in 2024 vs 18 referrals through helpline in 2023.

Missouri Lottery's SEP is a responsible gaming resource for players who classify themselves as problem or compulsive gamblers that aims to reduce the incentive to play Lottery games. By submitting an application, individuals voluntarily enter into a lifetime ban from claiming Lottery prizes of more than \$600, accessing their loyalty club account, and receiving email and text message communications.

Helpline and Referral Information

Calendar Year	Calls Placed to Helpline	Free Treatment	Disassociated Persons (DAP)	Self-Exclusion Program (SEP)
1998	871	54	356	N/A
1999	1,034	113	596	N/A
2000	1,738	186	1,093	N/A
2001	2,846	335	1,403	N/A
2002	2,889	373	1,290	N/A
2003	3,339	344	1,367	N/A
2004	3,527	377	1,506	N/A
2005	2,593	360	1,696	N/A
2006	1,834	370	1,553	N/A
2007	1,682	358	1,412	N/A
2008	1,915	332	1,279	N/A
2009	2,263	343	896	N/A
2010	2,740	368	797	N/A
2011	2,093	231	790	N/A
2012	2,454	168	1,023	N/A
2013	2,057	154	961	N/A
2014	2,073	537	778	N/A
2015	1,954	419	663	N/A
2016	1,630	375	657	38
2017	1,497	305	758	27
2018	1,492	217	363	37
2019	2,452	225	762	37
2020	1,817	51	115	5
2021	1,593	45	38	12
2022	1,746	68	141	3
2023	2,399	190	165	18
2024	2,841	376	155	70

2024

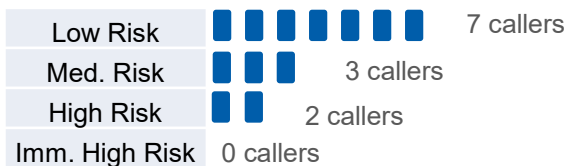
In 2024, we answered **2,841** gambling calls.



The ratio of number of male callers to number of female callers is almost 2/1.

62 callers were assessed for suicidality, among which 93% were NOT at risk for suicide

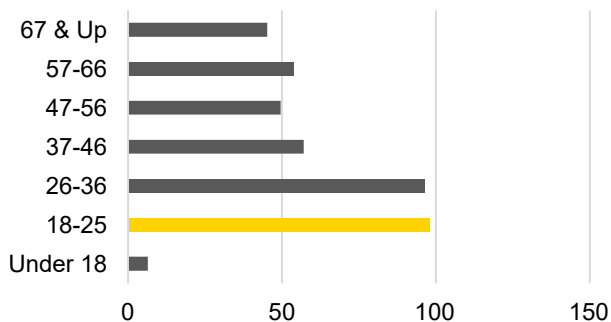
For callers at risk:



141 callers reported their Race, the majority (**65%**) callers are Caucasians; 24% - Black/African Americans; 2% - Hispanic/Latino; 4% - Asians; and 1% - Native American or American Indian.

117 callers reported their Marital Status, 54% are Married; 32% - Single; 8% - Divorced; 3% - Widowed; and 3% - Separated

408 callers reported their Age (persons).



2023

In 2023, we answered **2,399** gambling calls.



The ratio of number of male callers to number of female callers is almost 2/1.

172 callers were assessed for suicidality, among which 95% were NOT at risk for suicide

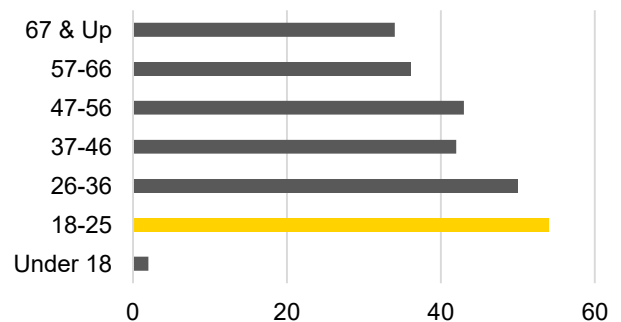
For callers at risk:



110 callers reported their Race, the majority (**61%**) callers are Caucasians; 26% - Black/African Americans; 7% - Hispanic/Latino; 4% - Asians; and 2% - Native American or American Indian.

101 callers reported their Marital Status, 51% are Married; 28% - Single; 11% - Divorced; 3% - Widowed; 3% - Separated; and 3% - Other.

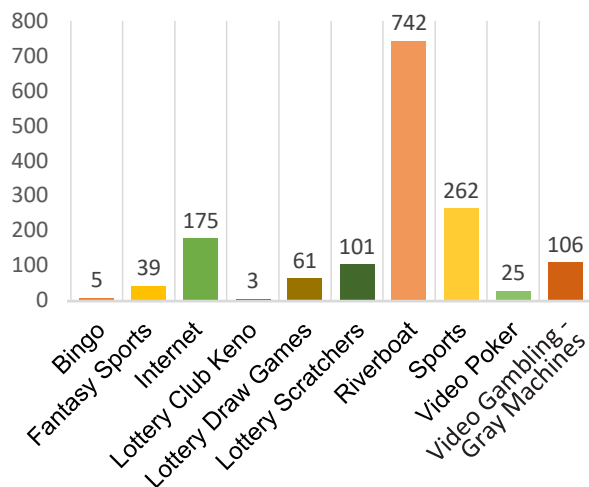
261 callers reported their Age (persons).



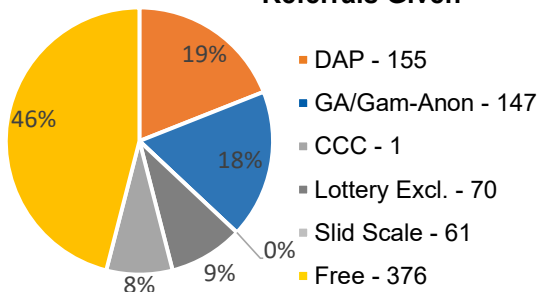
2024

Type of Gambling Problem (persons)

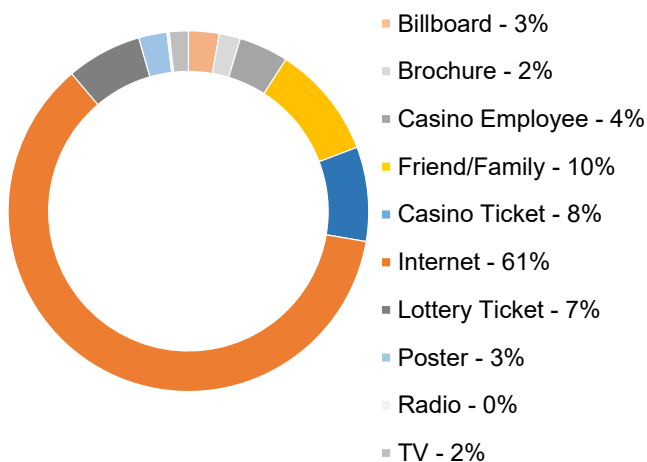
(46% Other/Unknown)



Referrals Given



How did caller hear about the line?

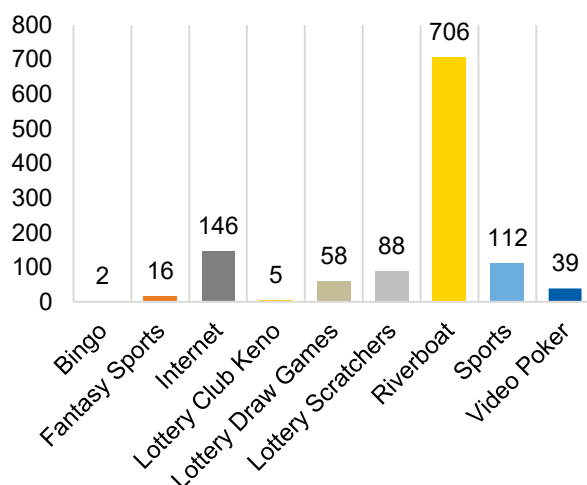


Callers were mostly located in **St. Louis County, St. Louis City, St. Charles,** and **Jackson County MO.**

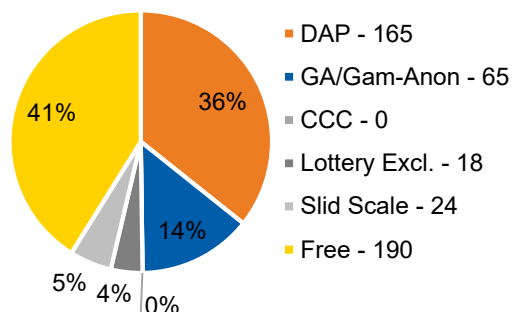
2023

Type of Gambling Problem (persons)

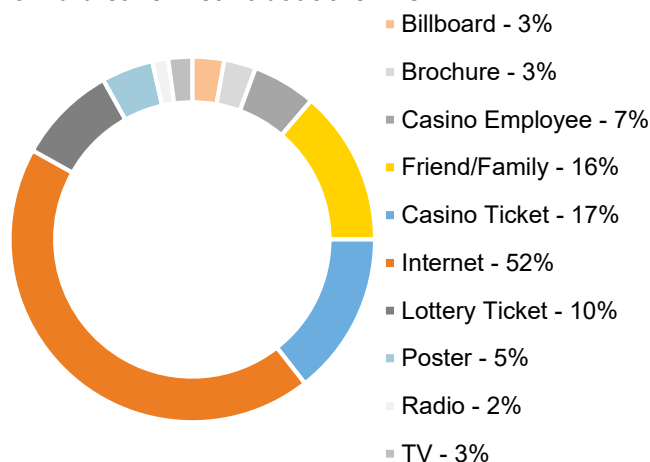
(51% Other/Unknown)



Referrals Given

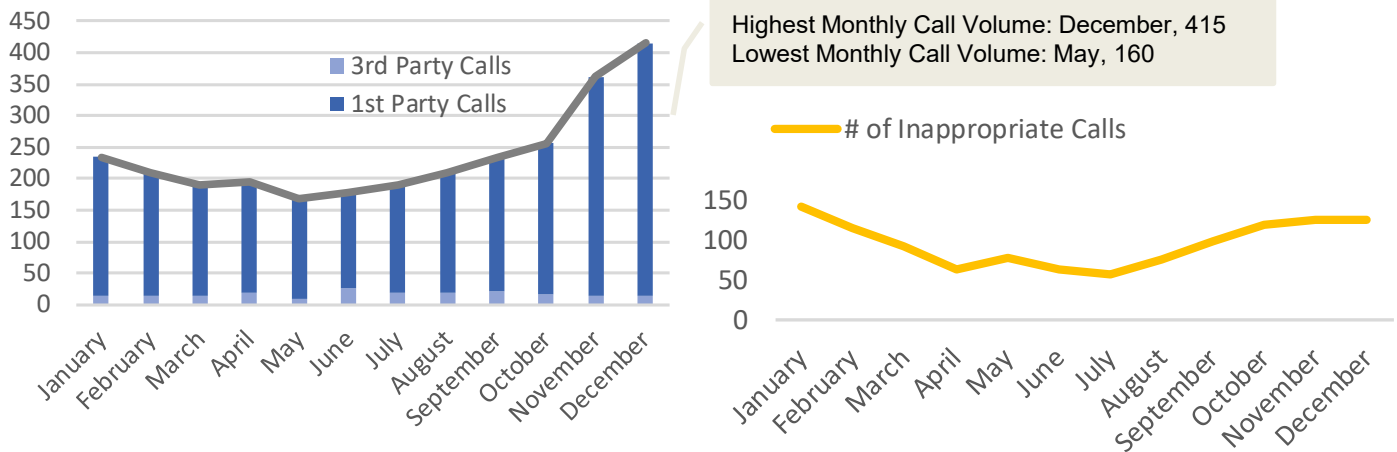


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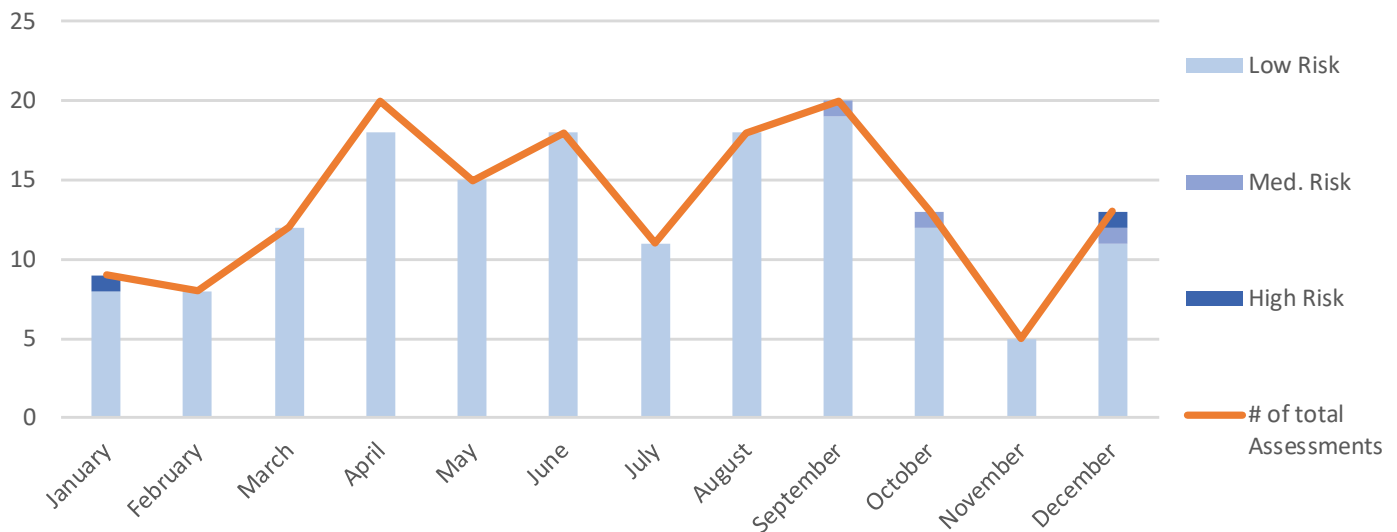


Callers were mostly located in **St. Louis County, St. Louis City, St. Charles,** and **Jackson County MO.**

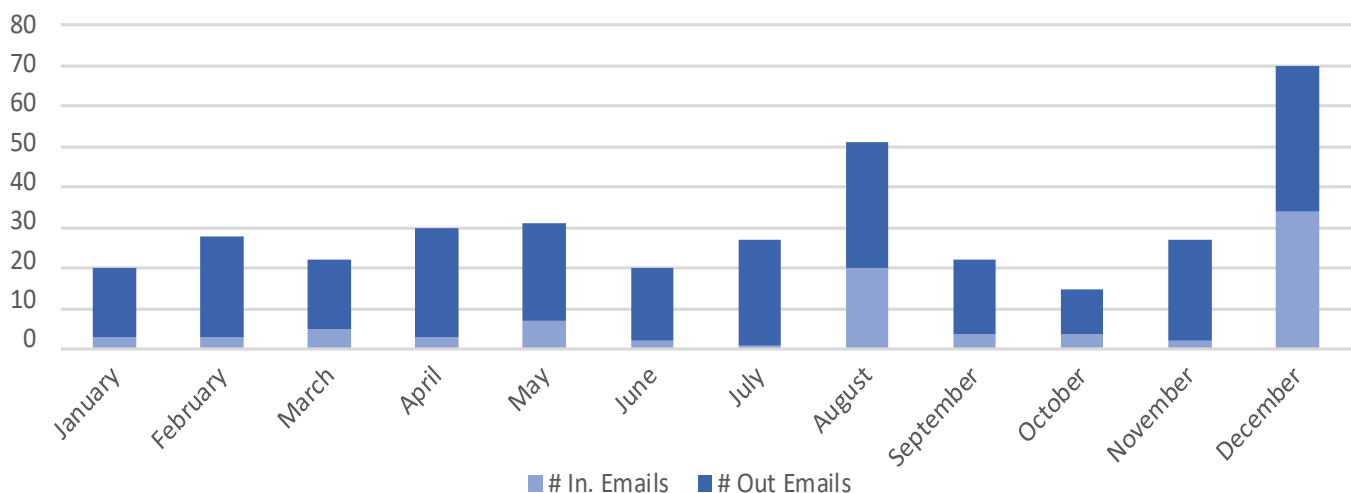
Trend of Call Volume



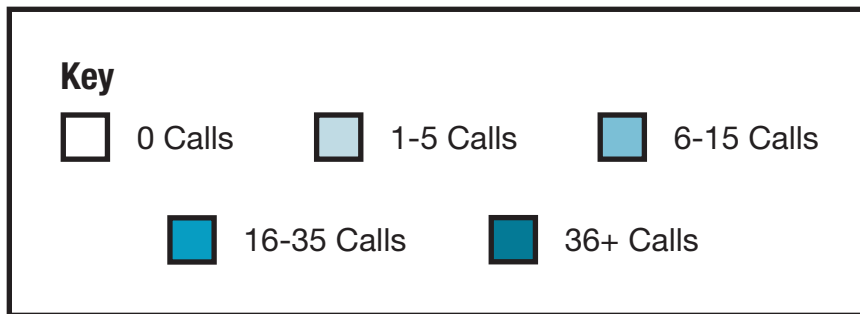
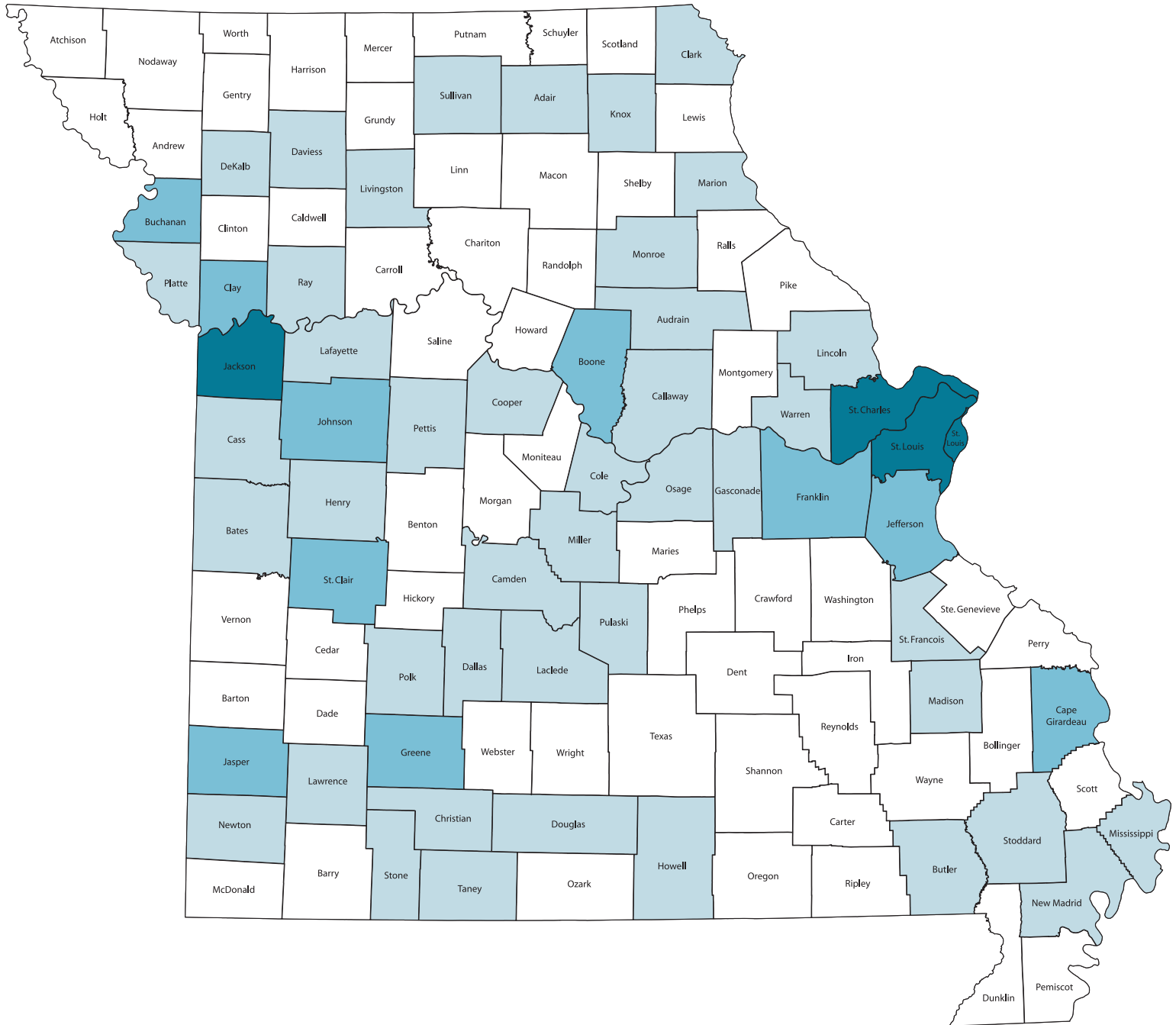
Risk for Suicide



Gambling Enhancement Program



2024 Helpline Callers By County



Summary: In 2024, there was a moderate decline in the number of callers in 22 counties. Four counties saw the number of calls decrease by at least half, with no calls reported in 67 counties statewide. In contrast, there was an increase in the number of callers in 36 counties, with the majority being in the 1-5 caller range. There were also 20 callers from out-of-state that are not depicted in the map above.

The 22th Annual Midwest Conference

“On the Journey: Connecting Prevention, Treatment and Recovery”

Over 100 individuals dedicated to improving the quality and availability of community-based problem gambling and substance abuse treatment services attended the Midwest Conference on Problem Gambling and Substance Abuse June 18-20 2025, at the Kansas City Marriott Country Club Plaza Hotel. [Key Note Speakers Information](#)



LINKS AND PUBLICATIONS

- [Missouri Alliance to Curb Problem Gambling](#)
- [Missouri Department of Mental Health](#)
- [Missouri Gaming Commission](#)
- [Missouri Gaming Association](#)
- [Port Authority of Kansas City](#)
- [Missouri Lottery](#)
- [2022 MO Gambling Prevalence Study](#)
- [MCPGSA 2024 White Paper - Sports Betting in Missouri: Responsible Gambling Policy](#)
- [MCPGSA 2023 White Paper - Gambling Disorder Awareness and Policy](#)
- [MCPGSA 2022 White Paper – Substance Use and Gambling Disorder](#)

2025 CALENDAR

JULY 16-18

National Conference on Problem Gambling,
Columbus, OH ncpgambling.org

AUGUST

Missouri's Responsible Gaming Education Month

DECEMBER 17

Missouri Alliance's 28th Anniversary

JUNE 18-20, 2026

23th Annual Midwest Conference on Problem
Gambling and Substance Abuse, mcpgsa.org

1-888-BETS OFF

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Editor: Dalea Johnson, responsible gaming coordinator for the Missouri Lottery

MACPG

Missouri Alliance to Curb Problem Gambling

The Missouri Alliance to Curb Problem Gambling's mission is to heighten public awareness for the dangers of problem gambling; develop prevention and education programs for gamblers of all ages; and direct problem gamblers and their families to the 1-888-BETSOFF helpline and treatment.